

**WHY THE BEST HOTELS S.R.L.**

**Viale Machiavelli 18**

**50125 Florence (FI)**

**VAT no. and Tax code: 05772900485**

**Registration no. in the Florence Business Registry: 05772900485**

**Share capital € 100,000.00 fully paid up**

Privacy policy - Hotel Villa Cora

Please be informed that Why The Best Hotels Srl will process your personal data, in its capacity of Controller, in full compliance with **GDPR 679/2016** on the protection of personal data.

**Controller and Processor**

With respect to your personal data, you may exercise all the rights granted by **art.s 13** (data collected from the data subject) **and 14** (data not obtained from the data subject) **of GDPR 679/2016**, such as the modification, erasure, rectification and any other right laid down by the regulation, by contacting the controller directly: **WHY THE BEST HOTELS S.R.L.**

**Viale Machiavelli 18 - 50125 Florence (FI) tel.: +39 055 271841, fax: +39 055 27184199, e-mail: [info@wtbhotels.com](mailto:info@wtbhotels.com).**

The Hotel collects data both autonomously (at the time of on-line bookings on its website and when receiving guests) and through External Processors (hotel booking portals and travel agencies): the latter trigger our Data Processing in our capacity of Controller.

**Legal basis of processing**

The legal basis applied to data processing is the **data subject's consent**, which is requested from time to time and is separate from the consent given thereby when booking his/her stay on-line and checking-in at the hotel.

**External Processors**

Please find below the list of our technical partners whose correspondence is highlighted by the relevant symbol:

**\*\*\* Partner managing the hotel booking section**

BLASTNESS srl

Galleria del Corso, 2 – 20122 Milano

P. Iva 01195440118

REA MI-2107189

Cap. Soc. € 150.000,00 i.v.

E-mail: [assistenza@blastness.com](mailto:assistenza@blastness.com)

## **Partner managing the hotel website**

dgNet srl - Strategie di Comunicazione

Via Collodi, 10/33 - 50141 Firenze

P. Iva 06305950484

REA FI-617594

Cap. Soc. € 15.000,00 i.v.

PEC: dgnetsrl@pec.dgnet.it

## **Personal data processing operations and corresponding purposes**

*Each section described below allows for the collection of data for the related specific purpose: your failure to fill in the fields indicated as required (marked with an asterisk) will amount to non-supply of your data, preventing data processing and thus preventing us from performing the service requested.*

Your personal data, the subject of the supply of multiple **hospitality services** at our locations, will be collected by Why The Best Hotels Srl and its technical partners, will be recorded and processed using paper and/or electronic means and may be stored in specific databases and will not be used for other purposes, except for the mandatory purposes established by current Public Safety rules;

- \*\*\* **'Booking'** page - the profile of users asking for information on the 'Booking' page will be used by Why The Best Hotels Srl solely for hotel hospitality operations by Why The Best Hotels Srl;
- **'Contact'** page - the profile of users asking for information on the 'Contact' page will be used by Why The Best Hotels Srl for communications relating to every single request obtained by Why The Best Hotels Srl;
- ^^^ **'Mailing list'** (newsletter) - the profile of users subscribing to the 'Newsletter' will be used by Why The Best Hotels Srl for periodical information and advertising communications concerning Why The Best Hotels Srl;
- **'Events'** page - the profile of users subscribing to the 'Events' section will be used by Why The Best Hotels Srl for occasional information and advertising communications concerning specific events organised by Why The Best Hotels Srl;
- **'Restaurant'** page - the profile of users subscribing to the 'Restaurant' page will be used by Why The Best Hotels Srl for the booking of catering services supplied by the different hotels run by Why The Best Hotels Srl;
- **'SPA'** page - the profile of users subscribing to the 'SPA' section will be used by Why The Best Hotels Srl for the booking of services supplied by the Spa of Why The Best Hotels Srl;

- **'Work with us'** page - the profile of users subscribing to the 'Work with us' page will be used by Why The Best Hotels Srl for the potential selection of staff for recruitment by Why The Best Hotels Srl;

**Use of cookies:** the data collected (country of origin, details on the pages visited and how much time is spent on the said pages) will be used to carry out statistical and market surveys and studies - please refer to the specific privacy policy available at the URL: <http://www.whythebesthotels.com/it/privacy-policy.html#home>

Your data will not be disclosed, neither will they be published or communicated to third parties, either in Italy or within the European Union or outside the EU, though they may be communicated to the staff of Why The Best Hotels Srl who will have been suitably trained and to its technical partners, who are bound to comply with GDPR having been appointed and listed in the 'External Processors' section.

Why The Best Hotels Srl will refrain from using any personal data reported as inaccurate until such inaccuracy is rectified.

All data are collected in the legitimate interest of the Controller and will not be published, shared and/or assigned to third parties, whether in Italy or abroad.

### **Freedom of consent, consequences of refusal, period of data storage**

- **Booking** - the supply of your data is optional. However, if you do not give your consent for the indicated purposes, we will be prevented from having you as our guest. All data received will be stored for the minimum period of time established by statutory obligations.
- **'Contact'** - the supply of your data is optional. However, if you do not give your consent for the indicated purposes, we will be prevented from answering your query. All data received will be stored for 6 months.
- **Mailing list (newsletter)** - the supply of your data is optional. However, if you do not give your consent for the indicated purposes, we will be prevented from supplying periodical communication services. All data received will be stored until the data subject withdraws his/her consent.
- **'Events', 'Restaurant' and 'SPA'** - the supply of your data is optional. However, if you do not give your consent for the indicated purposes, we will be prevented from supplying the requested services. All data received will be stored for 6 months.
- **'Work with us'** - the supply of your data is optional. However, if you do not give your consent for the indicated purposes, we will be prevented from considering your Curriculum Vitae. All data received will be stored for 6 months and will be destroyed thereafter.
- **cookies** - the aggregate collection of data is automatic and connected to your navigation on the website pages. If you do not agree with it, please interrupt your navigation of the

website or change your settings and options by following the instructions available on the webpage.

### **Rights granted by art.s 13 and 14 GDPR 679/2016**

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The data subject may control and consciously manage his/her data flows; specifically, the data subject may exercise the following rights:

- (i) right of **access** to data,
- (ii) the right to obtain data **rectification, erasure**, or the **restriction** of processing,
- (iii) the right to **object** to processing,
- (iv) the right to data **portability**,
- (v) the right to **withdraw consent** to processing at any time and
- (vi) the right to **lodge a complaint** with the supervisory authority.

All the rights granted by **art.s 13** (data collected from the data subject) **and 14** (data not obtained from the data subject) of **GDPR 679/2016** may be exercised by contacting the controller directly: